THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir.

(b) The scheme for setting up of the Centre at Pune will take about 3 years to complete.

Holding of the International Film Festival at Pune

939. SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to hold an International Film Festival at Pune in the next few years; and

(b) if so, when the same will be held?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) The venue of the festival is decided every year by rotation from among the major film producing centres in India besides New Delhi, taking into account all relevant factors. No final decision has been taken about the next festival to be held in 1995, the Centenary year of cinema.

Revision of Advertisement Rates on Doordarshan

940. SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have revised advertisement rates on Doordarshan;

(b) if so, what are the details thereof; and

(c) what will be the additional revenue earned because of the revision in the rates?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir. Doordarshan has revised its advertisement rates which will come into effect from 21.03.1994.

(b) A Statement giving the salient features of the new rate card it annexed. (*See below*).

(c) The revised rate card has been devised with the objective of making sponsorship of programmes cost effective and spot-buys attractive. The actual impact of the new rate card will be vesible only after 2-3 months.

Statement

Salient Features of the Revised Rate Card

General

(i) Sponsorship of film-based programmes of Doordarshan withdrawn. However, Premium Spots introduced in-between these types of programmes.

(ii) Discount for spot buy ads with more than 30 seconds duration introduced.

(iii) Surcharge on tie-up spots withdrawn.

(iv) Commercial breaks for outside programmes already introduced.

(v) Restriction on duration of corporate ads withdrawn.

(vi) Number of sponsors increased for National Network and Kendras.

NATIONAL NETWORK

(i) Reduction of spot buy for super A, A Special and A categories.

(ii) Banking of 30 seconds FCT for first five episodes of serials in Super A and A Special categories on National Network.

(iii) Sponsorship fee of both outside production and Doordarshan programmes reduced to make them cost-effective for sponsorship.

(iv) Spot buy rate before Samachar (8.30) PM and News in English (10.00 PM) reduced.

KENDRAS

(i) Spot buy rate for Super A Special category increased.

(ii) Rate for Super A category of Trivandrum and Ahmedabad reduced.

(iii) Rate for 'A' category of Delhi, Bombay, Lucknow and Ahmedabad reduced.

(iv) Rate for 'B' category of Delhi, Bombay, Trivandrum and Ahmedabad reduced.

METRO

(i) Four time categories; Super 'A, A Special, 'A' & 'B' introduced on the Metro Channel instead of two as at present (Prime Time and Non-Prime Time)

(ii) FCT of outside production rationalised for easy marketability.

(c) The new Rate Card has been worked in a manner to make sponsorship of Programmes cost-effective and make spot-buys attractive. The actual impact of the new Rate Card will be visible only after 2-3 months.

पटना के आकाशवाणी/दूरदर्शन केन्द्र में रिक्त पद

941. **श्री मोहम्मद अफ़ज़ल** उर्फ **मीम अफ़ज़ल:** क्या **सूचना और प्रसारण** मंत्री यह बताने की कृपा करेंगे कि:

(क) क्या यह सच है कि पटना के आकाशवाणी एवं दूरदर्शन केन्द्र से पिछले कई वर्षों से उर्दू समाचार बुलेटिनों का प्रसारण होता है;

(ख) क्या यह भी सच है कि उक्त आकाशवाणी/दूल रदर्शन केन्द्र में समाचार संपादकों एवं दूसरे पदों को भरा नहीं गया है; और

(ग) यदि हां, तो सरकार रिक्त पदों को कब तक भरने का विचार रखती है?

सूचना और प्रसारण मंत्रालय के राज्य मंत्री (श्री के०पी० सिंह देव): (क) जी, हां

(ख) जी, नहीं।

(ग) प्रश्न नहीं उठता।

विज्ञापनों के बारे में डी०ए०वी०पी० की नीति

942. **श्री मोहम्मद अफ़ज़ल** उर्फ **मीम अफ़ज़ल:** क्या **सूचना और प्रसारण** मंत्री यह बताने की कृपा करेंगे कि:

(क) डी०ए०वी०पी० द्वारा विभिन्न समाचार पत्रों को विज्ञापन देने की नीति क्या है;

(ख) क्या उस नीति में विख्यात पत्रकारों, प्रसिद्ध लेखकों या विद्वानों द्वारा प्रकाशित सम्माचार पत्रों या पत्रिकाओं को प्रोत्साहन देने का कोई प्रावधान है;

(ग) यदि नहीं, तो क्या सरकार स्वस्थ पत्रकारिता को प्रोत्साहन देने के लिए नीति में ऐसा प्रावधान करने का विचार रखती है; और

(घ) यदि नहीं, तो उसके क्या कारण है?

सूचना और प्रसारण मंत्रालय के राज्य मंत्री (श्री के०पी० सिंह देव): (क) सरकार की विज्ञापन नीति का लक्ष्य प्रचार अपेक्षाओं, धनराशि की उपलब्धता तथा लक्षित पाठकों को दृष्टि में रखते हुए समाचारपत्रों में संतुलित तथा उचित रूप से विज्ञापन देना है।

(ख) से (घ) जी, नहीं। सरकार के विज्ञापनों का प्रमुख उद्देश्य सरकार की नीति तथा कार्यक्रमों का यथासंभव व्यापक प्रचार करना है। सरकारी विज्ञापनों का उद्देश्य प्रकाशकों के किसी एक समूह विशेष के विकास को प्रोत्साहित करना नहीं है।

Mushrooming Growth of Newspapers

943. SHRI MOHAMMED AFZAL alias MEEM AFZAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that mushrooming growth of newspapers is increasing day by day;

(b) what steps are being taken to check the mushrooming growth of newspapers; and

(c) whether Government have any plans to encourage those newspapers published by prominent writers and renowned journalists?